Promoting the Good Works of INDIANA AGRICULTURE

RFP Team
December 16, 2013
Questions asked by the student teams:

**Q - Has the state established a budget for implementation of this promotional program?**
A – No. Part of the team's responsibilities includes creating a suggested budget for an effective rollout of the message.

**Q – What are the desired outcomes and how do you intend to measure success of the promotional program?**
A – The desired outcome is that our targeted group thinks positively of agriculture, can repeat the message that was delivered, and understands the importance of Indiana agriculture.

**Q - Is this something you want to use across the state to promote agriculture? Perhaps on TV, radio, etc?**
A – Correct. We would like a prospective message and/or campaign that communicates the Good Works of Indiana Agriculture. One team may suggest a print-only campaign. Another team may suggest a radio-only campaign. Yet another team may suggest a combination of media. Part of the contest assignment is for the students to determine the message and the most effective delivery methods, including their reasons for selecting both.

**Q - Are we to actually create a marketing campaign that could be ready to use?**
A – We are not expecting or asking for a "ready to use" campaign, but one that could be developed and taken to market with relative ease. For example, in your work, you may choose to use stock photography and in our campaign, we would use licensed photography. In your work, you may use student actors and we may choose to hire actors. Present your work with as much polish as you have available.

**Q - Can the team propose a strategic campaign and also provide the work (the communication tools) for dissemination? Would that be "too much" according to the rules?**
A - The teams should propose the campaign and the deliverables. It is not considered "too much". On the contrary, it is considered to be expected that the team would submit sample deliverables (the communication tools) for the judges to consider.

**Q – Are we expected to or allowed to hire additional talent such as graphic designers?**
A – No. The work submitted for the $25,000 prize should be that of ONLY the students on the team and not the work of outside professionals.

**Q – If a student team member is not "carrying his or her weight" with the project, can we remove them from our team?**
A – The decision to remove a team member lies solely with the team and their faculty advisor. The faculty advisor must certify which team members are to be considered as "final team members" for prize consideration and receive the monetary award.

**Q – Our university has a marketing agency on retainer. Can we ask the marketing agency for input or guidance?**
A – No. All work should be the work of students with guidance from faculty advisors and without the aid of outside paid professionals such as the university's marketing agency.

**Q – Can we add students to our teams?**
A – No. Only the team members who were originally submitted (deadline of November 29) will be considered as official team members. Students may be dropped from the team, but no additions are accepted.

**Q – What if our team drops to less than 3 members?**
A – Your team will be disqualified. There is a 3-member team minimum required. We understand that completing this contest within the short time period with many other priorities will be quite a challenge. Part of the learning experience is how to work under pressure and keep all of your team members actively engaged while delivering a quality product.

**Q – Can a faculty advisor work with multiple teams?**
A – Yes, while it will be time consuming for the faculty advisor to work with more than one team, it is permissible.

**Q – Can a team have more than one faculty advisor?**
A – Yes, it is permissible for the students to interact with multiple faculty members for input, guidance, etc. However, there should only be one lead faculty advisor for interacting with the task force. Communicate with Abigail Maurer who the lead faculty advisor is for your team.

**Q – Is the award cash or scholarship?**
A – Winning students will split a cash award. The winning college or university will also be awarded a check.

**Q – How do we communicate throughout the contest?**
A – Abigail Maurer of the Indiana State Department of Agriculture will be your point of contact. For teams with more than one faculty advisor, communicate with Abigail who your primary/lead advisor is. Every team should email Abigail (amaurer@ISDA.in.gov) the name of the student lead. Questions should come from the student leads with a copy to the faculty advisor. Abigail will reply to emails to the student lead with a copy to the faculty advisor. Check the website for updated information as well.

**Q – As our team has additional questions, how do we get those answered?**
A – In addition to meeting with the task force, you may also ask questions throughout the contest. A lead student should be designated by each team. The lead student and the faculty advisor should submit all questions in writing.

Please submit your questions in writing to Abigail Maurer (amaurer@ISDA.in.gov).  Abigail will direct the question to the appropriate panel/task force member and then post the answer to the ISDA website for all teams to see.  An email reply will also be sent to all lead faculty advisors and lead students (one lead student per team).  This will ensure that all teams have access to exactly the same answers.

**Q – When can we meet with the task force members to have our questions answered face-to-face? The RFP mentioned that we could meet with the group twice.**
A -  Yes, each team may schedule two in-person meetings with members of the task force.  You must register your attendance with Abigail Maurer by emailing her at amaurer@ISDA.in.gov.  There are maximum limits/number of people in each meeting, so please RSVP at your earliest opportunity.  Note: Meeting times that have no teams registered 24 hours in advance will be CANCELLED.  For example, if there are no teams registered for the 8:30 to 10:30 session on January 15 by 8:30 on the 14th, that meeting time will be cancelled and no task force members will be present. Registration is required. Attendance will be shared with judges.

Process for scheduling:  the lead student should check the website for times available to meet with the task force members.  Email Abigail Maurer at amaurer@ISDA.in.gov your team's first, second, and third choices for meeting dates and times.  Be sure the faculty advisor is copied on the email.  Abigail will register your team on a first come, first served basis.

Available dates and times to meet with the task force members:

**Monday, December 30, 2013 at Government Center South (Indianapolis), Conference Room 14**
8:30 a.m. to 10:30 a.m.  – 30 seats available
11:30 a.m. to 1:30 p.m. – 30 seats available
2:30 p.m. to 4:30 p.m. – 30 seats available

**Friday, January 3, 2014 at Government Center South (Indianapolis), Conference Room 2**
9:00 a.m. to 11:00 a.m. – 30 seats available
12:00 p.m. to 2:00 p.m. – 30 seats available
3:00 p.m. to 5:00 p.m. – 30 seats available

**Tuesday, January 7, 2014 at Government Center South (Indianapolis), Conference Room 2**
8:00 a.m. to 10:00 a.m. – 30 seats available
10:30 a.m. to 12:30 a.m. – 30 seats available

**Tuesday, January 7, 2014 at Glass Barn at the State Fair Grounds (Indianapolis)**
1:00 p.m. to 3:00 p.m. – 50 seats available
3:30 p.m. to 5:30 p.m. – 50 seats available

**Wednesday, January 8, 2014 at Normandy Barn at the State Fair Grounds (Indianapolis)**
8:00 a.m. to 10:00 a.m. – 50 seats available
10:30 a.m. to 12:30 p.m. – 50 seats available
2:00 p.m. to 4:00 p.m. – 50 seats available

**Wednesday, January 15, 2014, at Government Center South (Indianapolis), Conference Room 17**
8:30 a.m. to 10:30 a.m. – 30 seats available
11:30 a.m. to 1:30 p.m. – 30 seats available

2:30 p.m. to 4:30 p.m. – 30 seats available

**Tuesday, January 28, 2014 at Government Center South (Indianapolis), Conference Room 14**
8:30 a.m. to 10:30 a.m. – 30 seats available
11:30 a.m. to 1:30 p.m. – 30 seats available
2:30 p.m. to 4:30 p.m. – 30 seats available